

## Message Text

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44

ACTION AF-06

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R 091315Z SEP 75

FM AMCONSUL JOHANNESBURG

TO SECSTATE WASHDC 4140

INFO AMEMBASSY PRETORIA

USDOC WASHDC

AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

AMCONSUL CAPT TOWN

UNCLAS JOHANNESBURG 1322

E.O. 11652: N/A

TAGS: BEXP, BTRA, SF

SUBJECT: TRADE MISSIONS: FRONTIERS INTERNATIONAL

1. JOHN R. ROTHSCHILD, OF FRONTIERS INTERNATIONAL, PO BOX 161, WEXFORD, PENNSYLVANIA, CALLED AT CONGEN ON SEPT 8 TO DISCUSS A SERIES OF TRADE MISSIONS WHICH FRONTIERS IS ORGANIZING IN CONJUNCTION WITH SOUTH AFRICAN AIRWAYS. (ROTHSCHILD IS ALSO AN EMPLOYEE F SAA.) THE PROGRAM WILL INCLUDE THREE DAYS IN RIO DE JANEIRO, FOUR DAYS IN SAO PAULO AND SEVEN DAYS IN JOHANNESBURG AND CAPE TOWN, WITH SHORT VISIT TO PRETORIA. THE MISSION WILL INCLUDE A SEMINAR PROGRAM AND ECONOMIC/COMMERCIAL BRIEFING ON THE FIRST DAY IN EACH COUNTRY AND A SERIES OF BUSINESS VISITS AND CALLS ACCORDING TO THE INDIVIDUAL'S PREFERENCES. THE SOUTH AFRICAN PROGRAM WILL BE ARRANGED WITH THE ASSISTANCE OF ASSOCOM, THE AFRIKAANSE HANDELSINSTITUT, AND THE SOUTH AFRICAN FEDERATED CHAMBER OF INDUSTRIES.

2. AT PRESENT THE SCHEDULE CALLS FOR ONE MISSION PER MONTH, WITH THE EXCEPTION OF DECEMBER-FEBRUARY, WITH EIGHTEEN TO THIRTY MEMBERS EACH. THE FIRST GROUP IS SCHEDULED FOR MARCH 1976. AT THE PRESENT TIME THE FOLLOWING ORGANIZATIONS ARE SCHEDULED TO PARTICIPATE IN THE PROGRAM: YOUNG PRESIDENTS ORGANIZATION, LOS ANGELES AREA CHAMBER OF COMMERCE, THE GREATER SAN FRANCISCO CHAMBER  
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OF COMMERCE, GREATER PHILADELPHIA CHAMBER OF COMMERCE,

PENNSYLVANIA STATE BUREAU OF INTERNATIONAL COMMERCE, INTERNATIONAL CENTER OF NEW ENGLAND IN BOSTON, CHIEF EXECUTIVES FORUM, CHICAGO ASSOCIATION FOR INDUSTRY AND COMMERCE, HOUSTON CHAMBER OF COMMERCE. IN ADDITION INDIVIDUALS FROM THE FOLLOWING WORLD TRADE CENTERS WILL BE PARTICIPATING: NEW ORLEANS, DALLAS, INDIANAPOLIS, BALTIMORE AND HOUSTON.

3. ROTHSCHILD STATED THAT THESE MISSIONS WOULD IN EFFECT BE SUBSIDIZED BY THE SOUTH AFRICAN GOVERNMENT. HE ALSO MENTIONED THAT HE HAS DISCUSSED THIS PROPOSAL WITH COMMERCE FIELD OFFICES IN PITTSBURG AND NEW YORK.

4. HIS PRIMARY PURPOSE IN CALLING AT THE CONGEN WAS TO ASK WHAT ASSISTANCE THE CONGEN WOULD PROVIDE. HE WAS TOLD THAT THE NORMAL RANGE OF BUSINESS SERVICES WOULD BE AVAILABLE FOR THE PARTICIPANTS IN THIS TRADE MISSION AND THAT WE NEEDED TO HAVE ANY PARTICULAR REQUIREMENTS AS FAR IN ADVANCE OF THE GROUP'S ARRIVAL AS POSSIBLE. HE ASKED FOR AND WAS GIVEN A LETTER TO THIS EFFECT.

6. FOREGOING REPORTED FOR INFORMATION ONLY. COPIES OF DESCRIPTIVE LITERATURE POUCHED TO AF/S AND USDOC, OIM/AF.  
GUTHRIE

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